

*Wise*

*County  
Virginia*

a wise  
business  
decision



*Wise County's heritage shapes today's workforce and lifestyle*

*A* strong belief in work and community drives Wise County.

Wise County's heritage stems from the early days of mining the rich coal seams of this southwestern Virginia region that also includes nearly 36,000 acres of the Jefferson National Forest.

Soon, railroad routes were developed to ship the coal to its varied markets and to open up the area to unprecedented growth. From those early business roots came Wise Countians who are hardworking, unique individuals with a rich cultural heritage.

Today's Wise County offers an uncomplicated and wholesome lifestyle and a diverse mix of Fortune 500 companies, small business owners, professionals and retailers.

A strong commitment from local government coupled with an experienced workforce of varied skill levels help industries involved in metal fabrication, the extraction of minerals, wood and forestry products and information technology make Wise County their home.

Locating here is a Wise Business Decision...

"You can make all the investments that you want, but it's the people that ultimately determine your success. We are proud to be one of the top five manufacturers of quality hardwood flooring in the United States, and just as proud to be part of Wise County."

Rick Burchfield, Vice President of Manufacturing,  
Mullican Flooring, Norton, Virginia



Lonesome Pine Technology Center



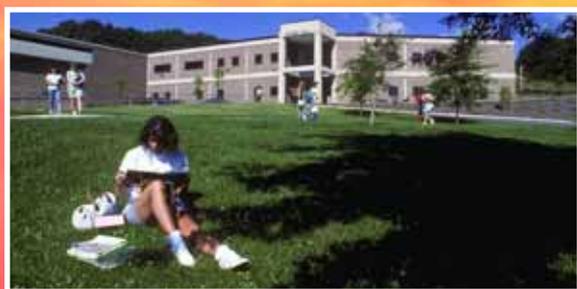
Mullican Flooring



Experienced workforce with varied skills



Sykes in Lonesome Pine Regional Business & Technology Park



Mountain Empire Community College



The University of Virginia's College at Wise

## Location Provides Access

Wise County is in the southwestern portion of Virginia where US Route 23 and US Route 58 – major four-lane arterial highways – intersect and provide easy access to nearby interstates (I-26, I-81, I-75, I-77). The county is also within 30 miles of the Tri-Cities MSA (500,000 population). With the proximity to interstates and a north-south arterial highway system, business and industry can enjoy easy access to the entire eastern seaboard and midwest markets. Norfolk Southern and CFX Railways provide rail access in the region.

## Workforce and Training

A trainable labor force is key to the success of any company choosing a business location. Virginia is the northern-most right-to-work state and is known for its aggressive training programs. Wise County helps prospective industries access these resources. Other quality career and technical education programs are available through the Center for Workforce Development at Mountain Empire Community College, at The University of Virginia's College at Wise, the Wise County Career and Technical Education Center and the Wise Skills Center.

## Who's Operating Here?

Mullican Flooring, one of the top five U.S. manufacturers of hardwood flooring, located one of its two manufacturing centers in Norton because of the interest shown by local and state government. Crutchfield Corporation, the nation's leading catalog and Internet retailer of audio and video components, opened its first satellite call center here. AT&T, Verizon and Sykes Enterprises, Inc. are leading companies involved in information technology and have significant operations in Wise County. Major coal companies and gas businesses involved in exploration and distribution continue to operate in the region.

## Lonesome Pine Regional Business & Technology Park

In addition to three industrial parks, Wise County has developed a 195-acre, campus-like park that offers technology-based businesses the latest in fiber-optic connectivity in multi-tenant facilities (more than 75,000 square feet of space is available). Sykes Enterprises, Inc. and Verizon currently operate in the park, which is located adjacent to the Lonesome Pine Airport and less than one mile from The University of Virginia's College at Wise. Additional development will include amenities such as walking trails and green space, a daycare center and restaurants.

## Education

Less than one mile from the Lonesome Pine Regional Business & Technology Park is The University of Virginia's College at Wise where significant computer-related degree programs are ongoing and a Bachelor of Science degree in Software Engineering is a new core curriculum being offered. Mountain Empire Community College and UVA-Wise complement the technology park model by offering training in information technology certifications. The community college offers associate degrees, certificate programs, teleservice career curriculum and customized training to meet the specific needs of business and industry. The Wise County and Norton City schools also offer a full range of K-12 programs serving 7,000 students, including a distance-learning center and fiber-optic interactive classrooms. The Wise County Career and Technical Center provides a wide range of traditional and non-traditional vocational and technological opportunity experiences.

# Wise County Virginia



"Trail of the Lonesome Pine" Outdoor Drama



Southwest Virginia Museum

Lonesome Pine Airport

Wise Fall Fling

## What It's Like to Live Here

Wise County has been called home by many famous people, including U-2 spy pilot Francis Gary Powers; actor George C. Scott; bluegrass legend Dr. Ralph Stanley; Grand Ole Opry stars Jim and Jesse McReynolds; former Green Bay Packer and Super Bowl Champion Carroll Dale; and Napoleon Hill, lecturer and advisor to presidents Woodrow Wilson and Franklin D. Roosevelt, and author of the book, *Think and Grow Rich*.

Big Stone Gap is the former home and inspiration for novelists John Fox Jr. and Adriana Trigiani. The works of John Fox Jr. included *The Trail of the Lonesome Pine* and *The Little Shepherd of Kingdom Come*. Trigiani authored the trilogy *Big Stone Gap*, *Big Cherry Holler* and *Milk Glass Moon*.

Trigiani's trilogy of novels describes friendly communities, scenic beauty and a wholesome quality of life.

That's what Wise County is all about. Everything from bluegrass and traditional Appalachian music to symphonies, fine art, international performers and a variety of outdoor activities can be sampled.

## Living and working here is a Wise Decision.

**1** "Trail of the Lonesome Pine" is the official outdoor drama of Virginia. The longest continually running outdoor drama in the Commonwealth of Virginia is performed in Big Stone Gap July through August every year. The drama depicts the story of the great coal boom in Southwest Virginia and the changes in the lifestyle of the people of the region.



**2** **MountainRose Vineyards.** The entrepreneurial spirit abounds in Wise County. One of the county's newest ventures is MountainRose Vineyards started by a young county resident before he graduated from high school. Today the family owned and operated winery is producing wines from grapes grown on reclaimed surface mined land.

**3** **Performing Arts Center.** This center is the location for many performances during the year, including those brought to the region by the Pro-Art Association, an affiliate of the Virginia Museum of Fine Arts. The Pro-Art Association presents musical, theatrical and artistic programs to members, the public and in the schools. Performances have included the Saint Petersburg Ballet, the National Opera Company, the Roanoke Symphony Orchestra and the Vienna Choir Boys

**4** **The University of Virginia's College at Wise,** the only branch of the esteemed University of Virginia, offers baccalaureate degrees in 24 liberal arts and professional programs of study at its 400-acre campus in Wise. Ranked as one of the top ten public liberal arts colleges in the nation, the nearly 2,000-student institution is studying the addition of an engineering school and is offering a new Bachelor of Science degree in Software Engineering.

**5** **Mountain Empire Community College** offers degrees with certificates in high-demand career and technical education and provides opportunities for internships, apprenticeships and job placement. The Center for Workforce Development at the college provides customized training programs and services for business and industry. The Small Business Development Center, also located on the community college campus, provides one-on-one counseling, business education opportunities and resources to help small business owners and managers improve their businesses. The sole objective is to help Southwest Virginia businesses prosper and to increase job opportunities.

**6** **Lonesome Pine Airport** is the primary corporate air terminal for business and industry in southwestern Virginia. The airport includes a 5,400-ft. lighted runway and a new Instrument Landing System. Commercial air service for the region is provided by Tri-Cities Regional Airport in Blountville, Tennessee, about 60 miles from Wise County.

**7** **Industrial Sites.** Infrastructure, including water and sewer, natural gas availability and fiber optic telephone service, is in place at Wise County's industrial sites zoned to accommodate light to heavy industry.



**Outdoor Recreation.** Approximately 36,000 acres of the Jefferson National Forest lie in Wise County, supporting a variety of outdoor recreational opportunities.

**Health Care.** The county has three well-equipped and staffed hospitals as well as a number of clinics and other facilities. The Southwest Virginia Regional Cancer Center is located in the City of Norton.

**Shopping and Dining.** The development of new shopping plazas that include nationally known retail stores, specialty shops and other locally owned businesses are adding to the experience of living and working in Wise County. A diverse selection of restaurants also enhances the quality of life in Wise County.

a wise business decision



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